

PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE

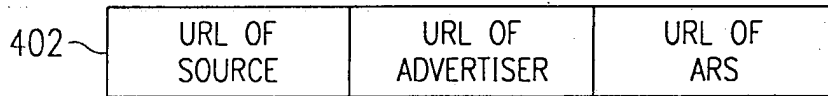


FIG. 4b

PATH C: SOURCE TO ADVERTISER

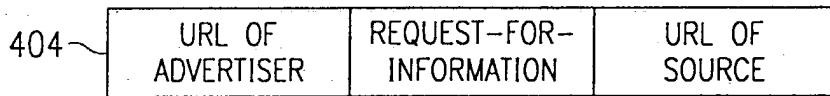


FIG. 4c

PATH D: ADVERTISER TO SOURCE

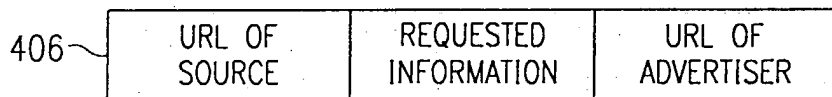


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

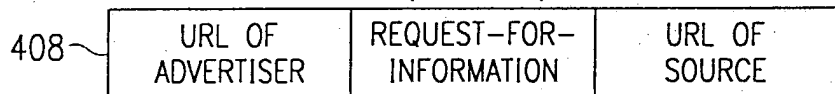


FIG. 4e

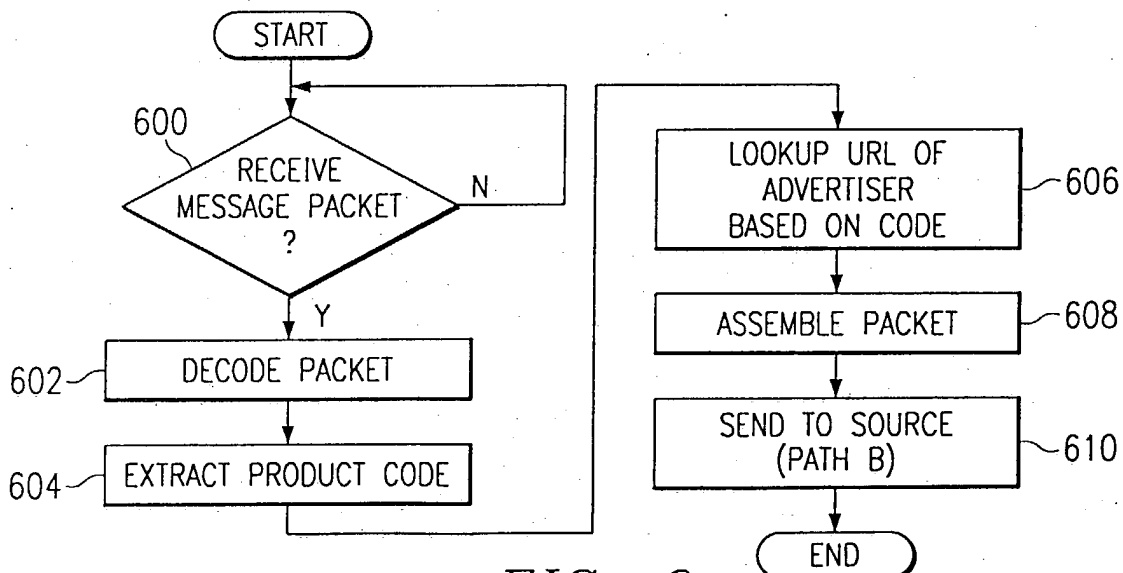


FIG. 6

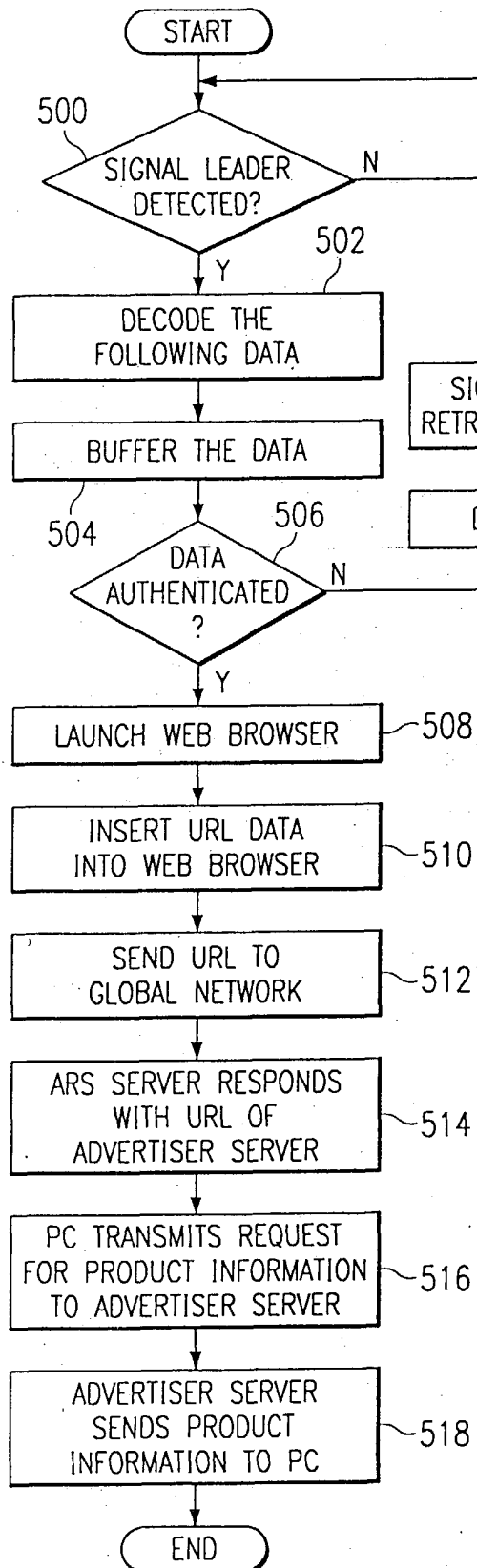


FIG. 5

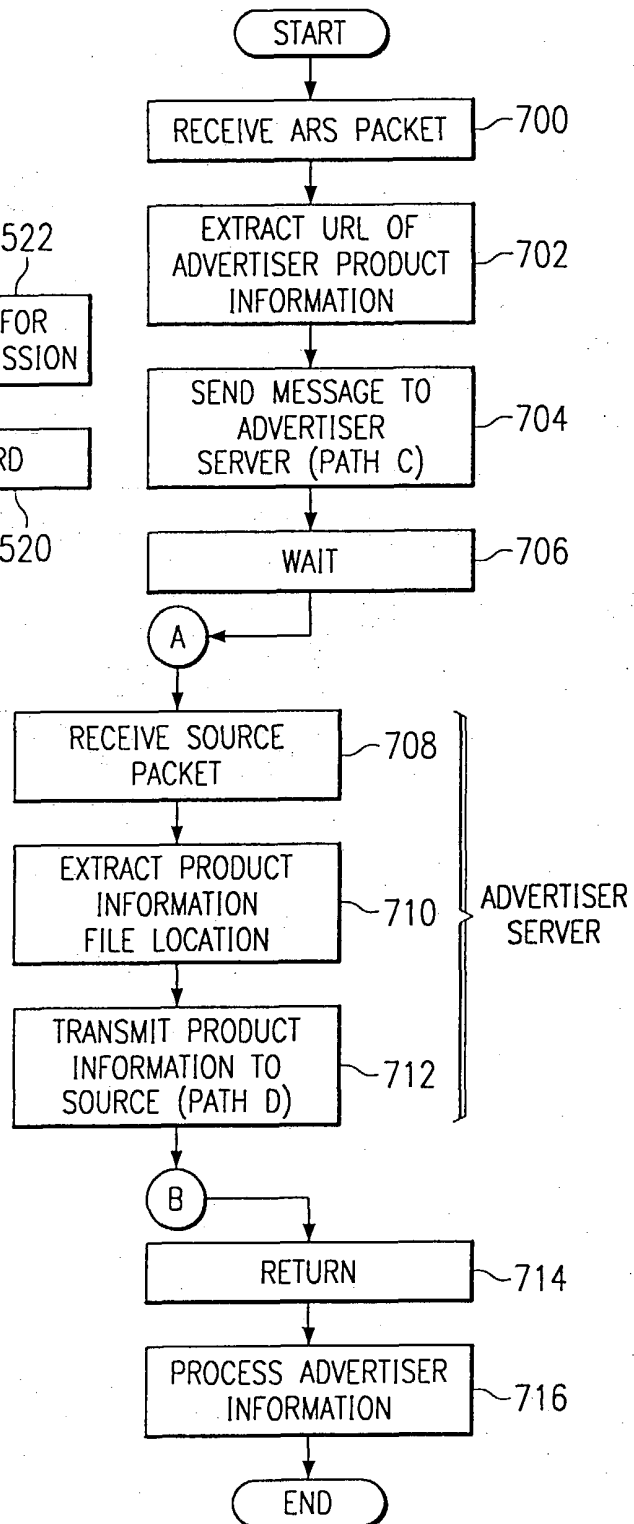


FIG. 7

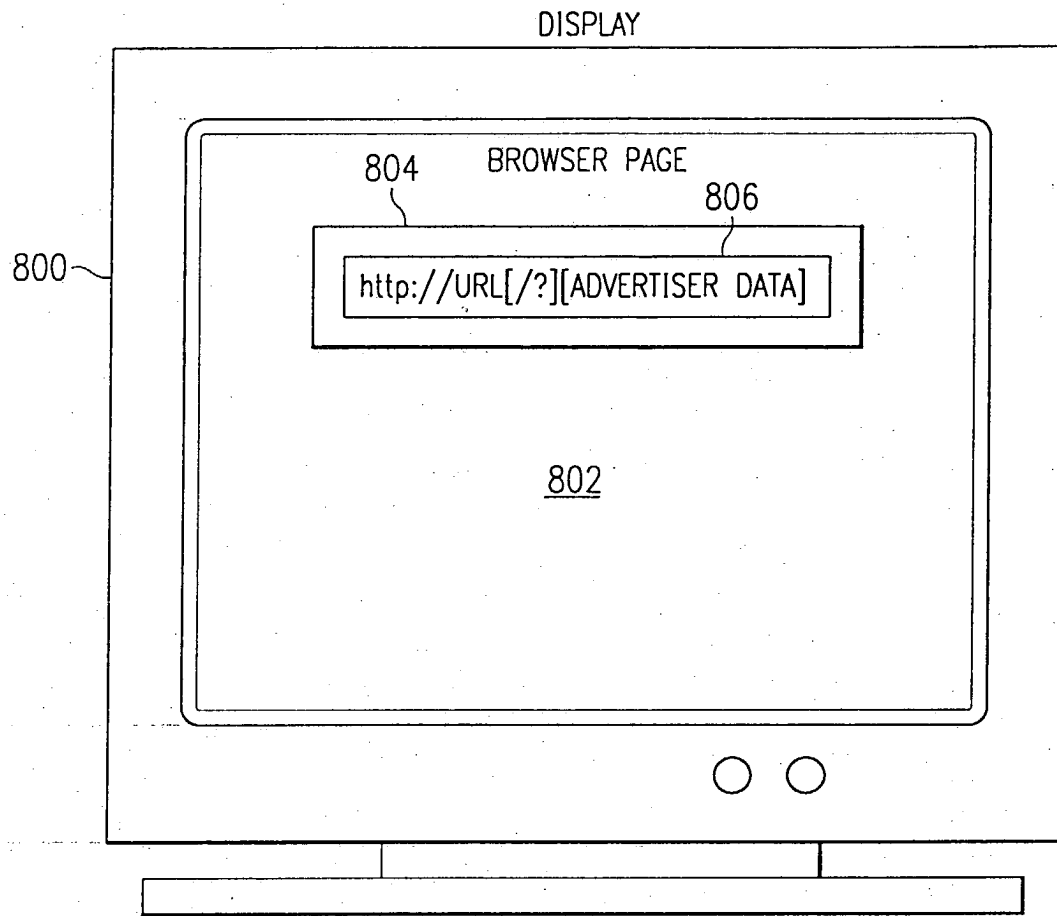


FIG. 8

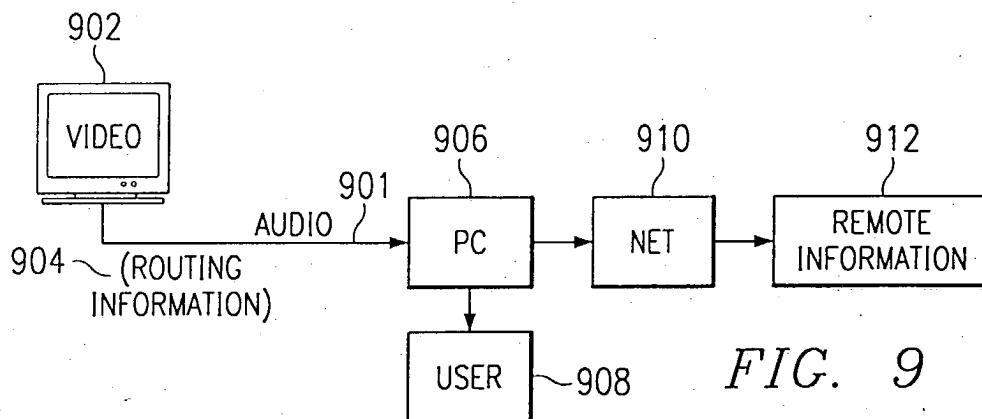
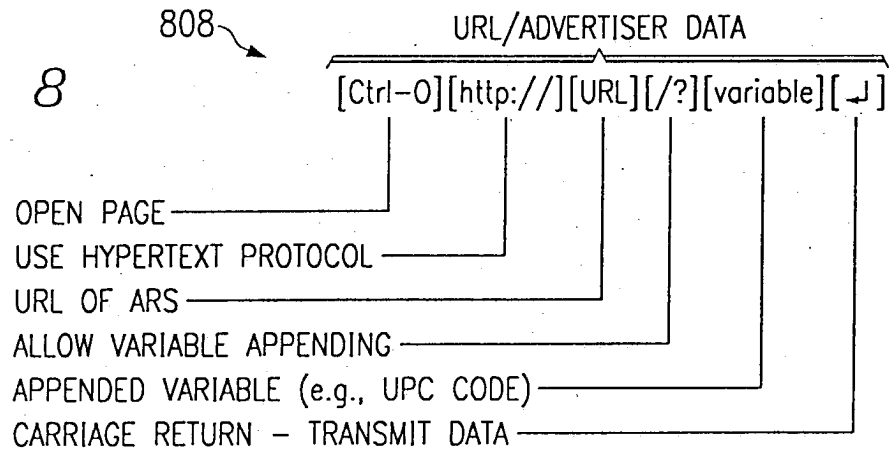
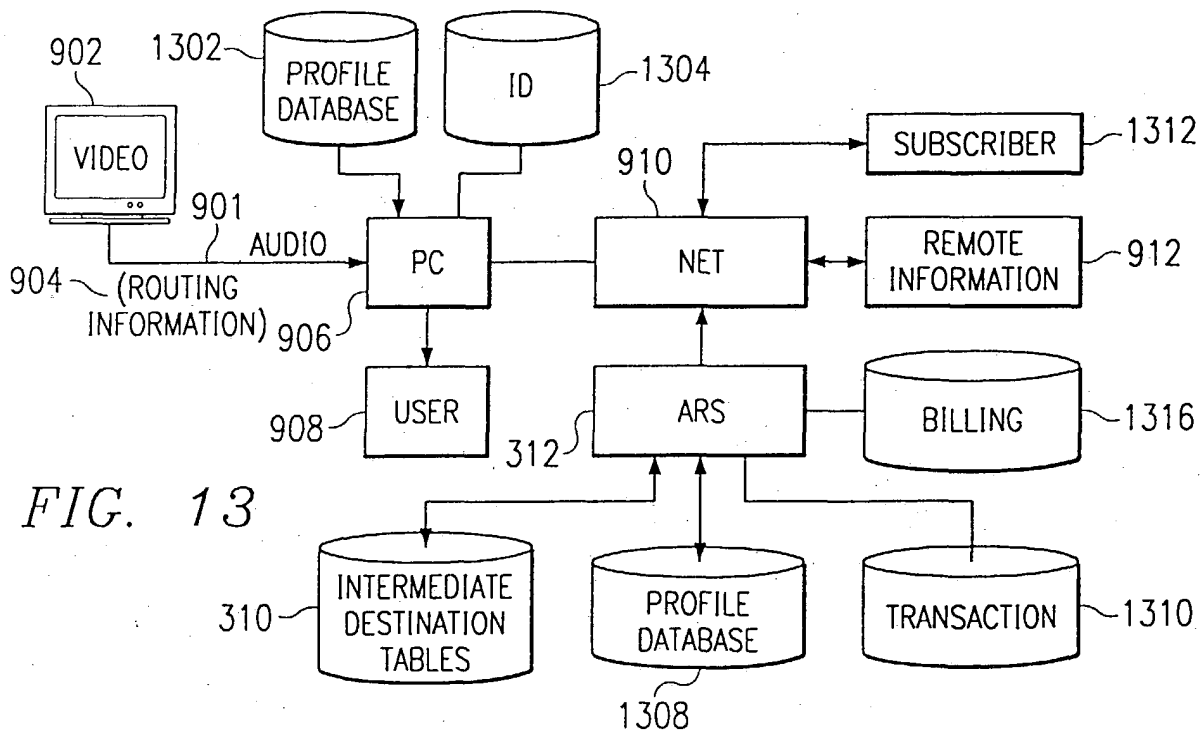
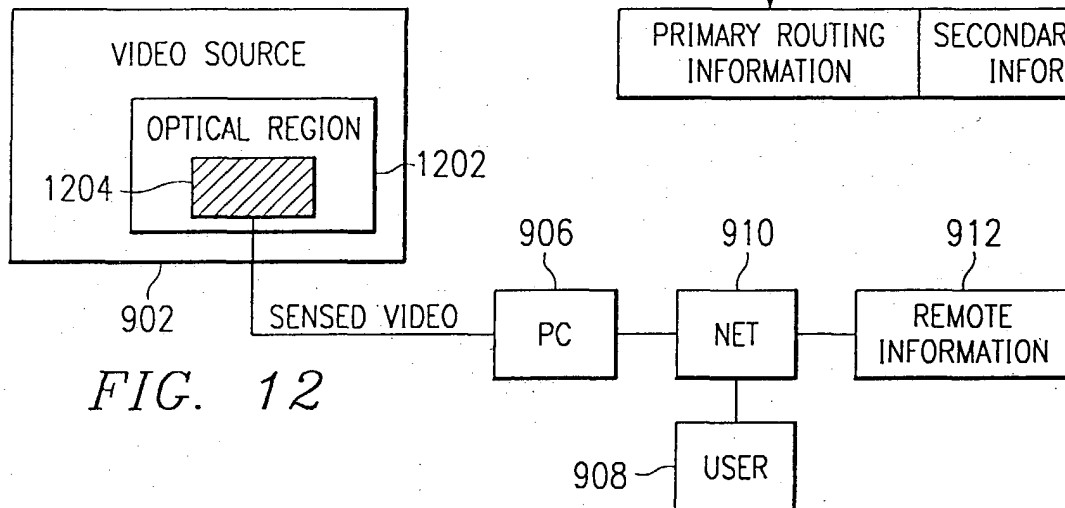
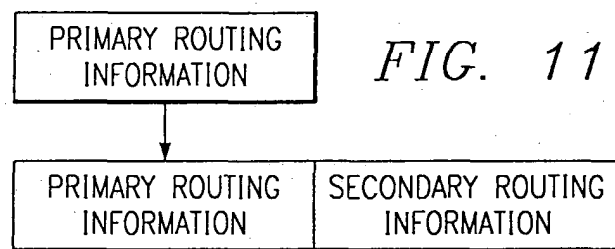
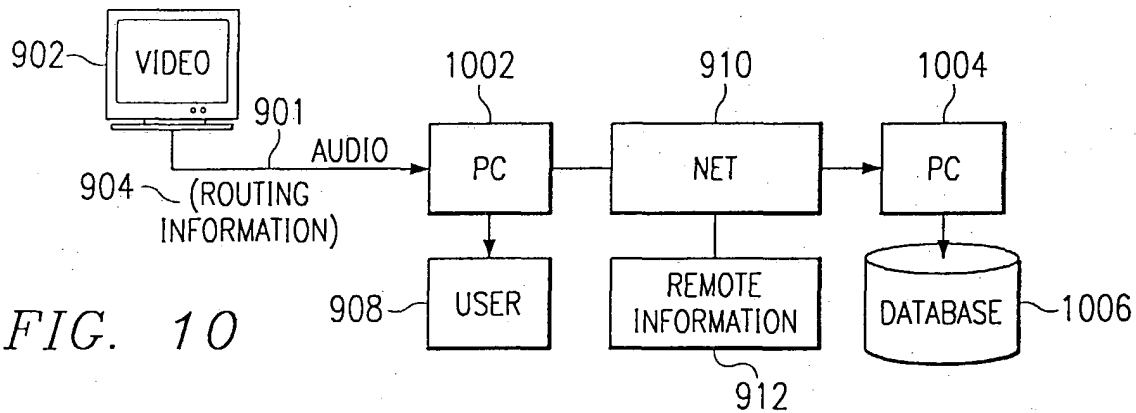


FIG. 9



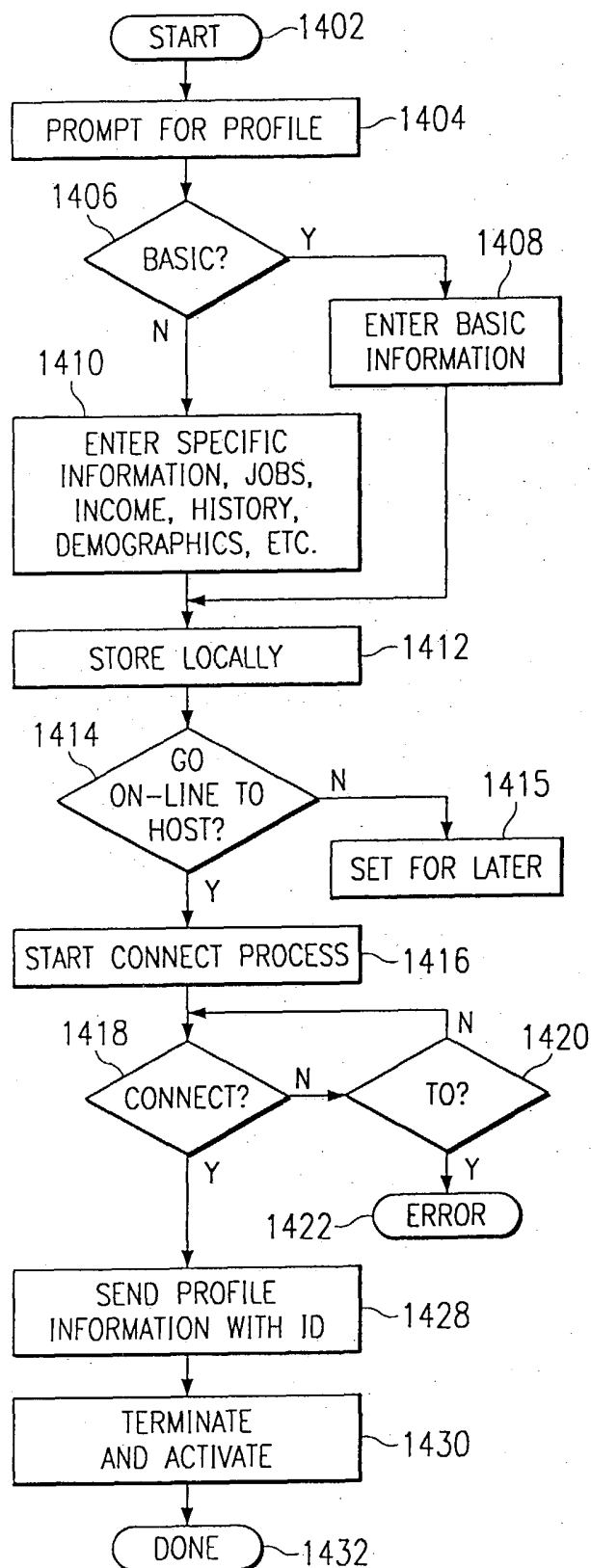


FIG. 14

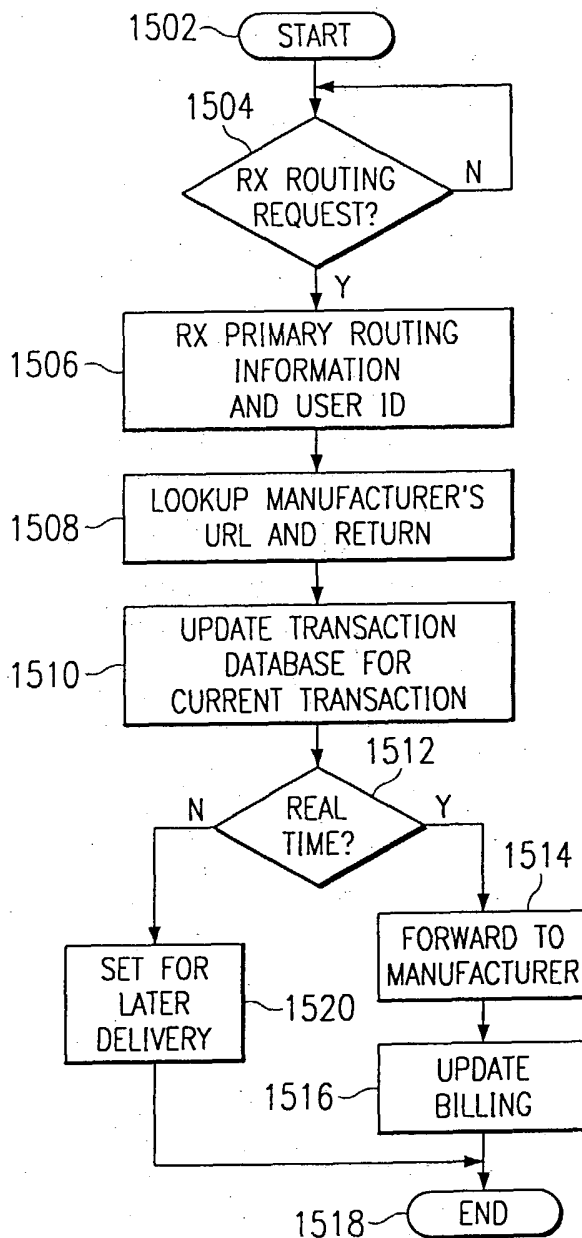


FIG. 15

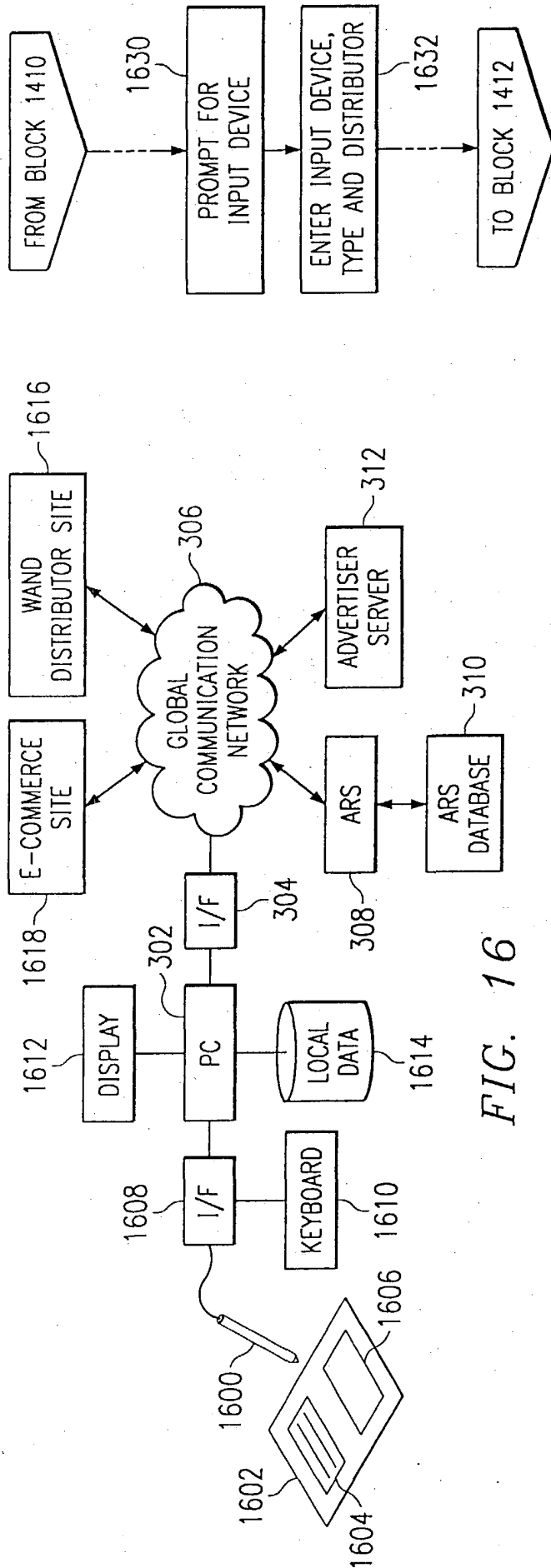


FIG. 16

FIG. 16a

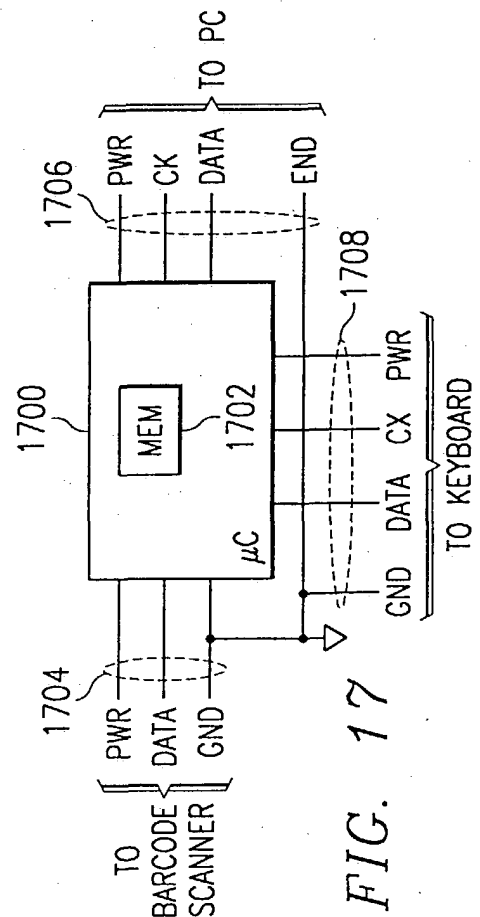


FIG. 17

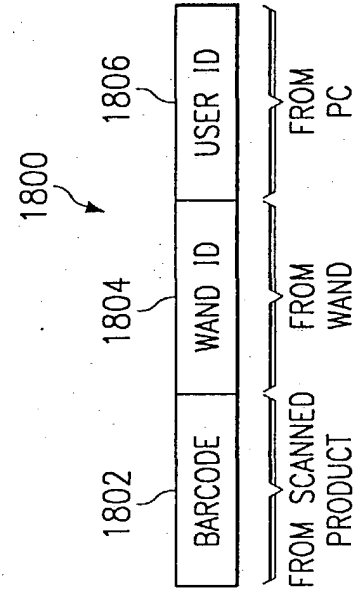
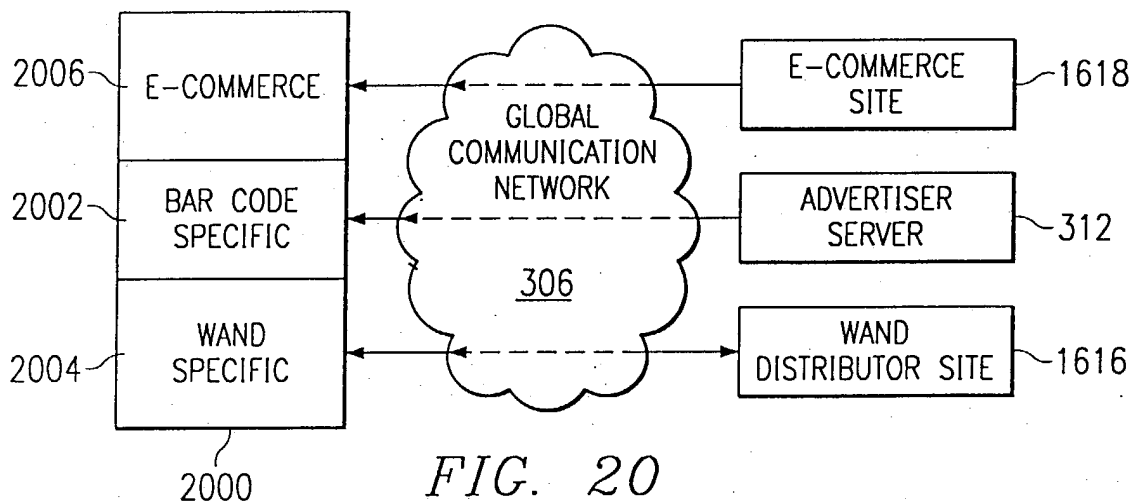
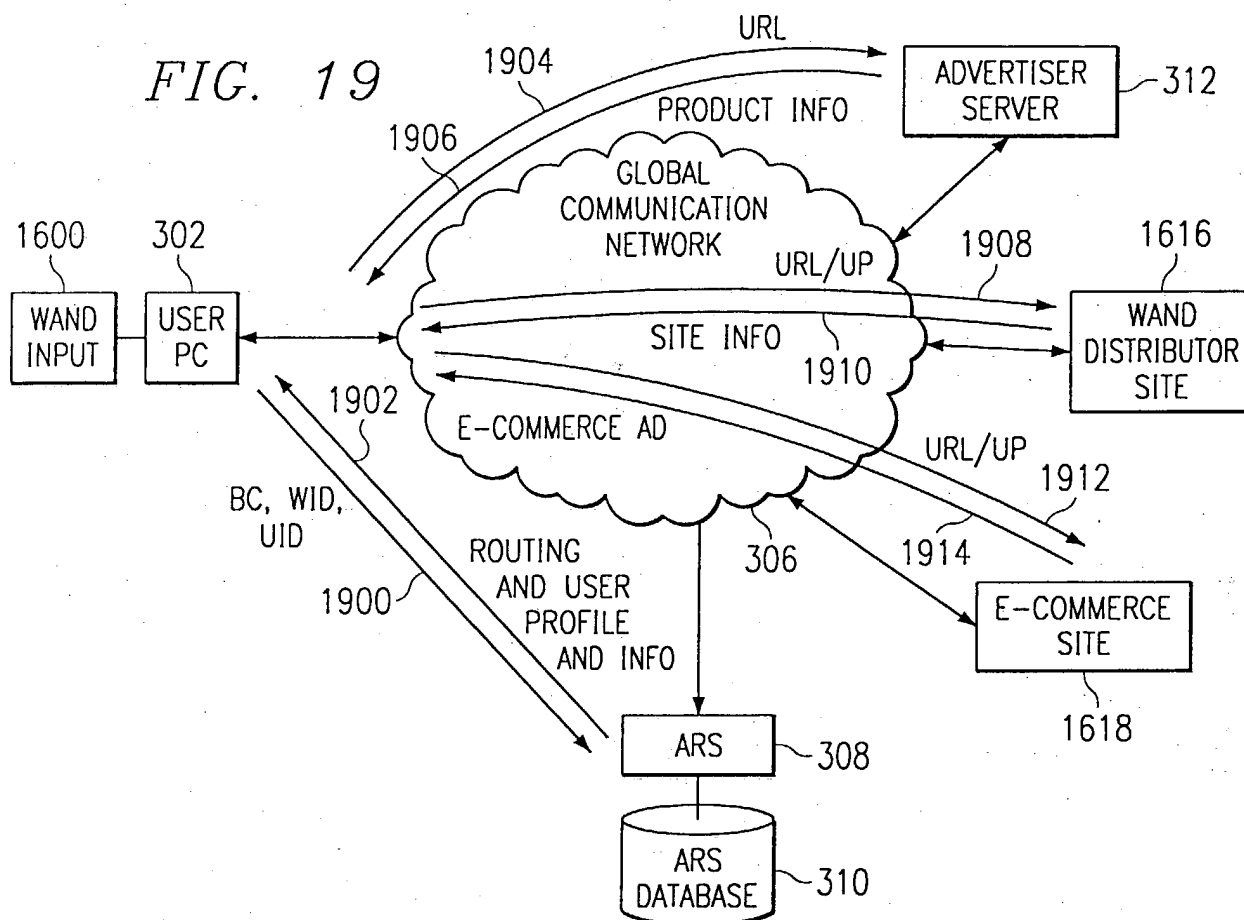


FIG. 18



| 2102 | | 2104 | | 2106 | | 2108 | |
|---------|-------|------|-------|---------|--|------------|------|
| PRODUCT | | WAND | | USER | | E-COMMERCE | |
| BC | ROUTE | ID | DISTR | PROFILE | | BC | INFO |
| | | | | | | | |

FIG. 21

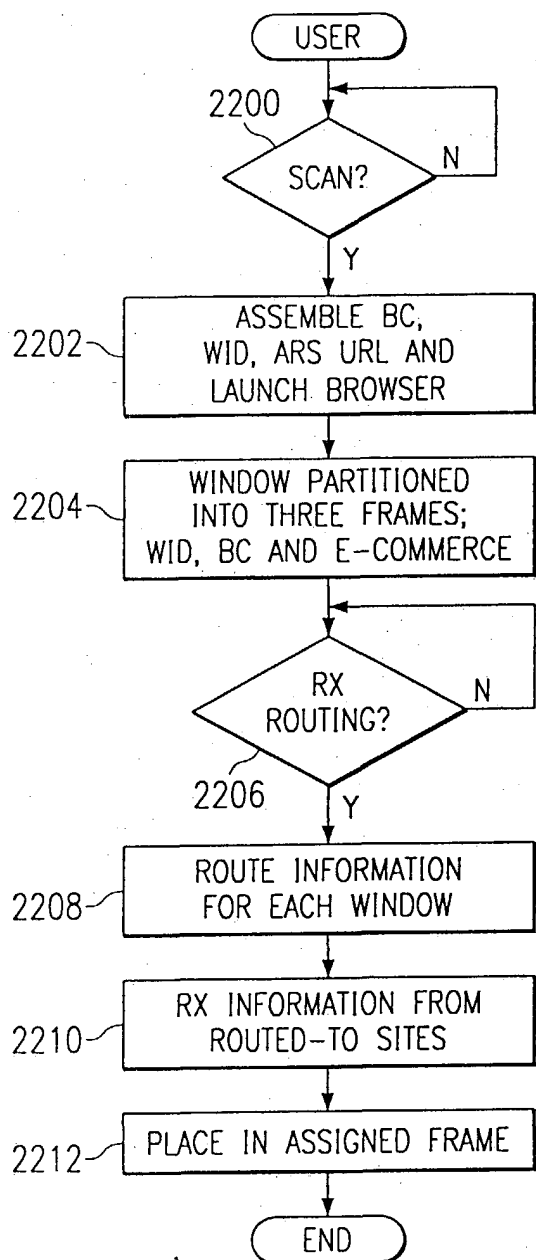


FIG. 22

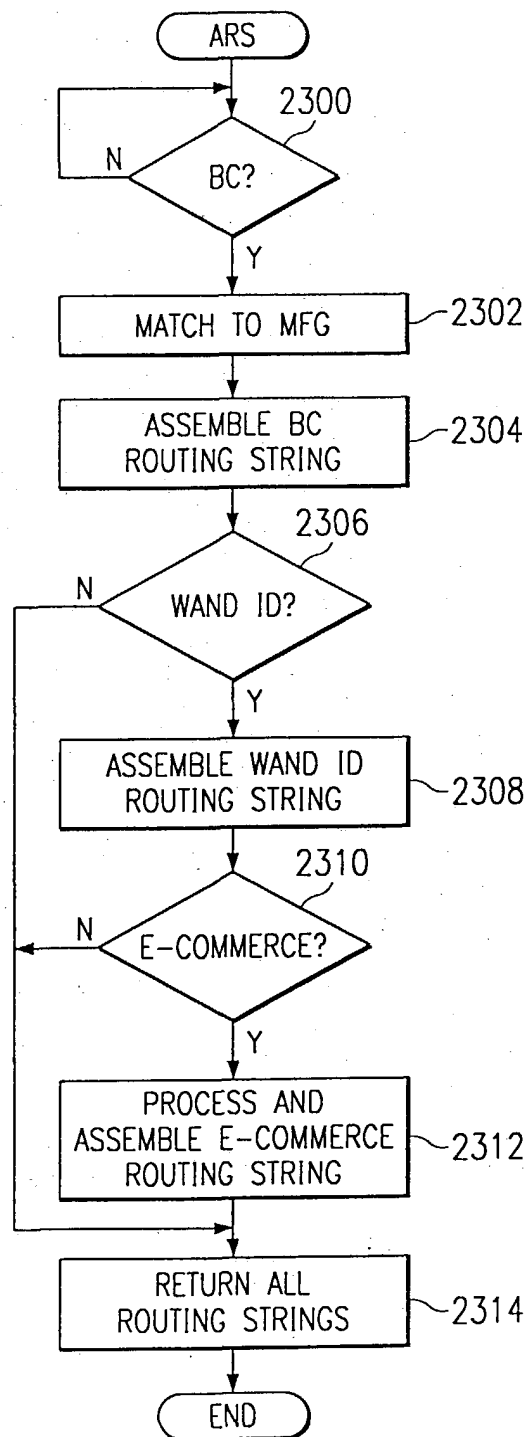


FIG. 23

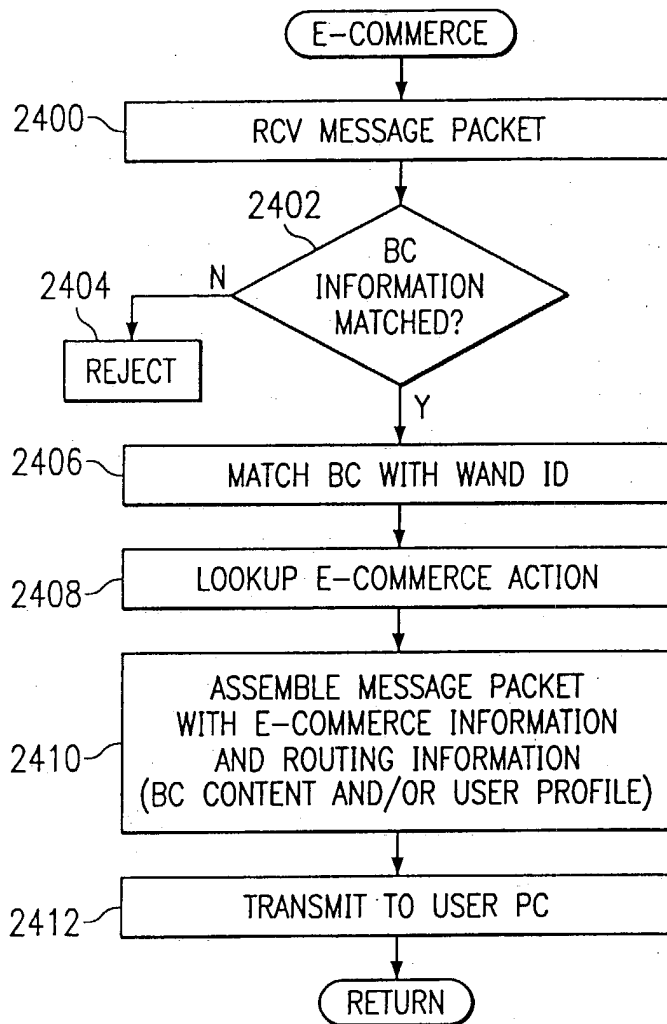


FIG. 24

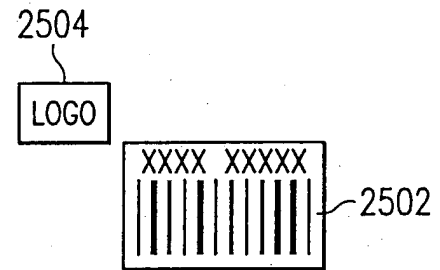


FIG. 25a

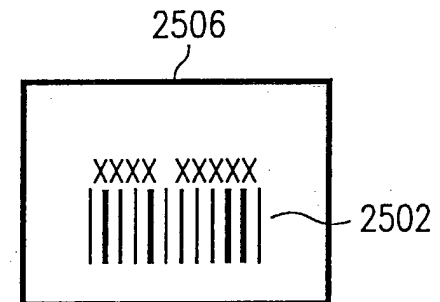


FIG. 25b

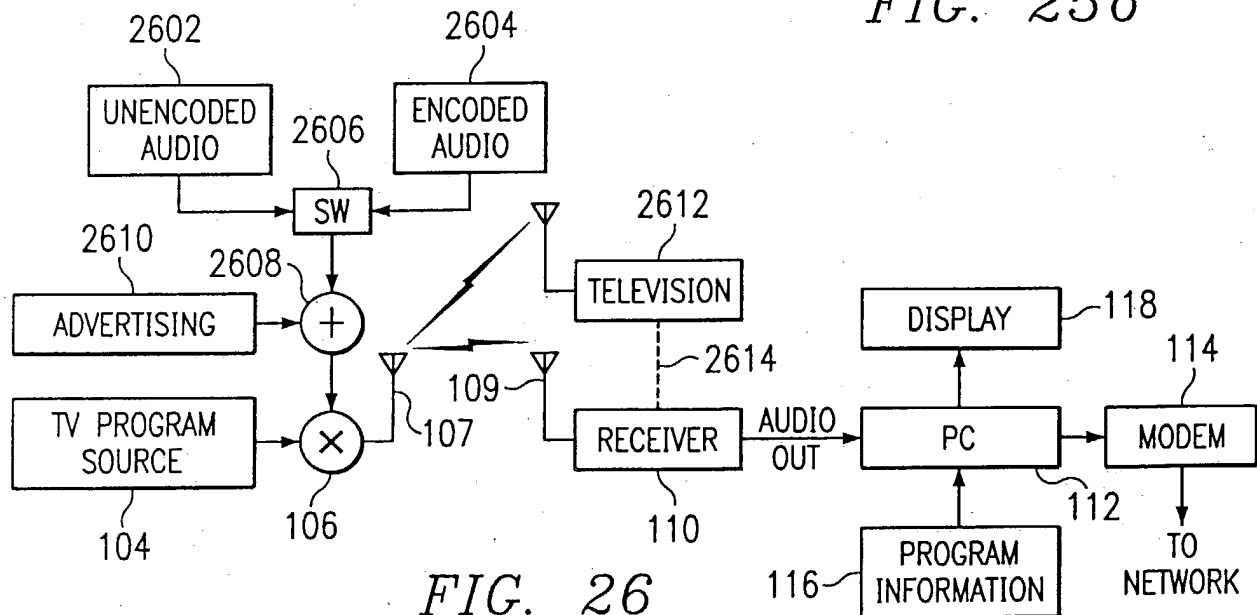


FIG. 26

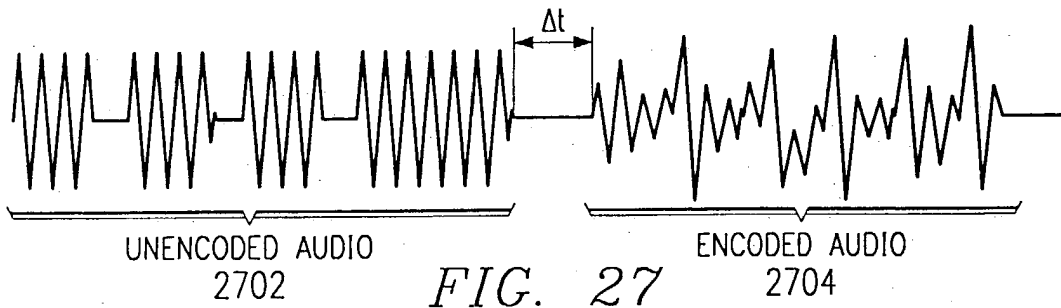


FIG. 27

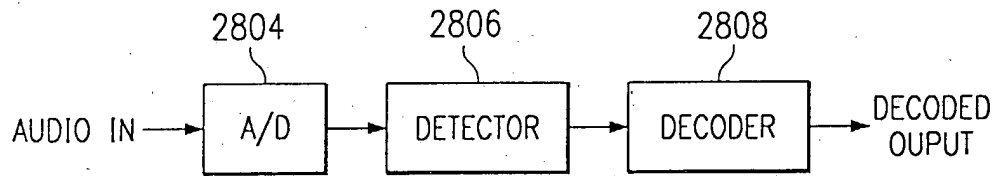


FIG. 28

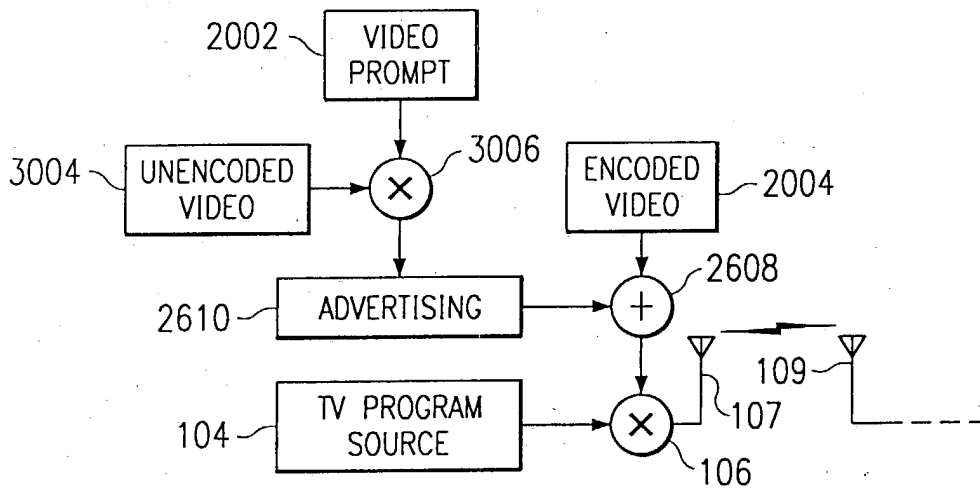


FIG. 30

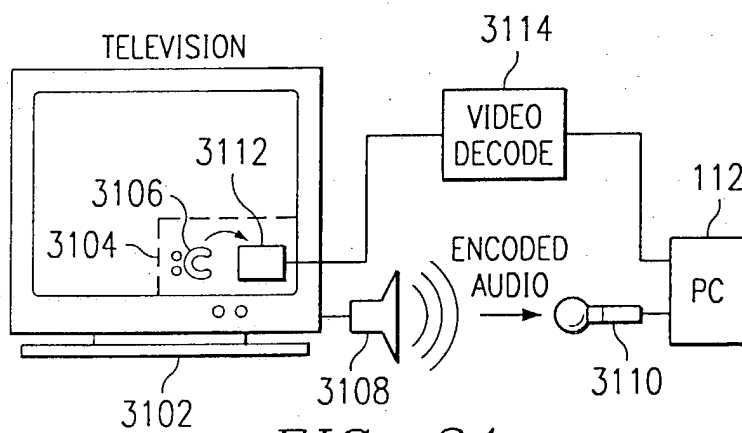


FIG. 31

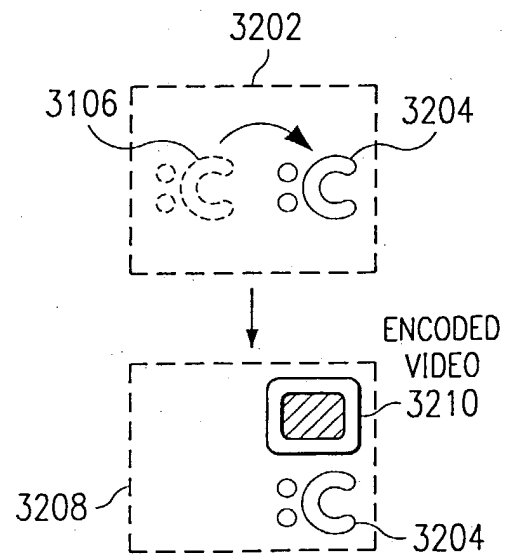


FIG. 32

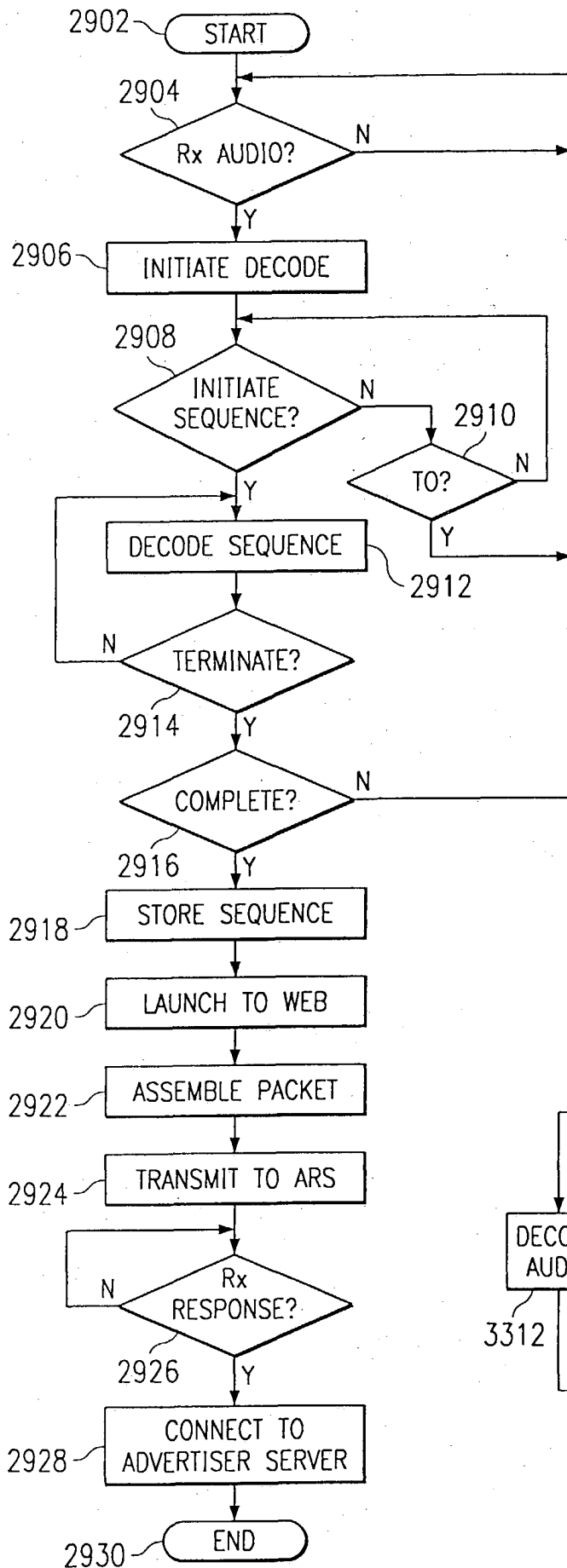


FIG. 29

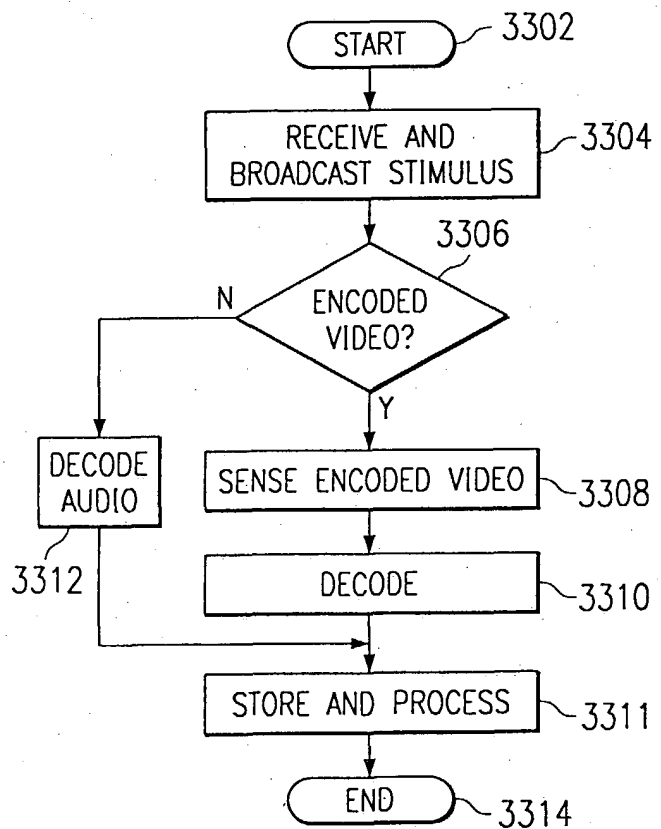


FIG. 33